

Annual Participation Impact Report 2022



Tenant Event, David Finlay VC Place, Guardbridge



KINGDOM
Group

MORE THAN A HOME

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Introduction

In August 2021, the Kingdom Group's new Tenant and Customer Participation Strategy was approved. We have continued to build upon the valuable lessons learnt throughout the pandemic to develop the opportunities that our customers have to influence our services. This has led to a number of key achievements for both ourselves and customers. These included:

-  Winning the Chartered Institute of Housing Scotland Award for Excellence in Tenant Scrutiny. This recognised the hard work of our Scrutiny Panel and Kingdom's commitment to working collaboratively with customers to lead positive change, improve service outcomes and enhance the lives of customers and communities.
-  Our Tenant Satisfaction Survey showing a 4.1% increase in the number of Kingdom Housing Association tenants who are satisfied with the opportunities that they have to participate in decision making over the last year. This figure now stands at 85.1% which is a great improvement compared to our level of 55.6% in 2019.

With social distancing restrictions lessening, this year has also allowed us to begin implementing our hybrid approach to customer engagement events, with activities being run in-person and online. The different ways to get involved have contributed to an increased number of customers engaging in consultations, and improved the diversity of engaged groups. This report will provide an overview of these engagement activities as well as identifying the process made through the TCPs.

This year customers have influenced....

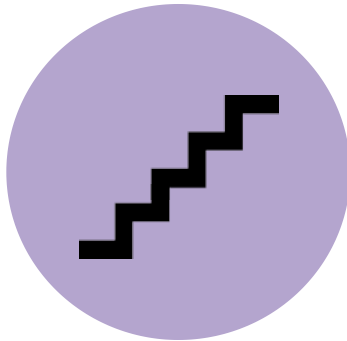


Rent levels

Customer events



Customer services



Stair cleaning contracts



Private gardening scheme



The way we use technology



Gas maintenance contracts

Kitchen design options



Customer Involvement

Rent Consultation

The 2021 Rent Consultation achieved a higher level of tenant influence than any other activity. We responded to suggestions from our Tenant Scrutiny Panel and improved the use of social media and online platforms to discuss rents and organisational spending. Over 1,200 customers took part in the consultation which was held over three stages: Affordability Analysis; Online Discussions; Final Consultation Survey. Our Board of Management reviewed the feedback from each stage and agreed to implement the most popular option; which saw 47% of respondents select it as their preference. This represented the third consecutive year that our Board has agreed to a rent increase level below our projected business plan, illustrating the importance placed on customer opinion.

Healthier Homes Initiative

We are working in collaboration with the Tenant Participation Advisory Service Scotland (TPAS) and the Scottish Federation of Housing Associations (SFHA) to deliver the Healthier Homes Initiative. This is exploring how home technology can be used to improve the health and wellbeing of our customers. Eleven customers have attended our virtual workshop which has allowed us to discuss how they feel about their home and how they think we could use technology to improve it.

All participants have been invited to take part in the second phase of the initiative, where they are being given the opportunity to trial sensor technology in their home. As well as helping us to deal with issues like repairs and fuel poverty more proactively, this will allow customers to access information to help them manage their home. This includes details about things such as damp and air quality levels, room temperatures and heat loss risks.

We are excited to be able to expand this project over the next year, if you would like to get involved then please let us know by getting in touch with our Tenant Participation Team.

Procurement

Customers have been involved in the procurement of our stair cleaning and gas maintenance contracts. This has allowed them to have a direct impact on the services provided by the Kingdom Group. By expanding this opportunity to include a young customer who wanted to enhance their CV, we were able to assist them to build their skills and experience; showcasing a key incentive to take part in our engagement activities. We are working closely with our Departments within the Kingdom Group to offer similar opportunities going forward.

Kitchen Design Consultation

All residents who were due to have their kitchen replaced within the next three years were invited to take part in a consultation to review the standards and specifications of new kitchens. This was carried out through hybrid methods. Four customers visited our supplier's showroom to discuss the different kitchen replacement methods. As not all of the customers spoke English as their first language, we arranged for an interpreter to accompany them to ensure that they could make the most of their visit. For those who couldn't attend the visit to the supplier warehouse, we replicated the event virtually, with another six tenants joining through Zoom. Their feedback shaped the different design options that customers will be offered when having their units and counter tops replaced. It has also led to an increase in the number of options that customers get to choose from, going from three to four.

Roadshows



In collaboration with our Customer Service Team, we have hosted 25 roadshows throughout the year. These have been a mixture of virtual and face-to-face events. If an event is being held in their area, we encourage customers to come along to meet Kingdom staff and ask any questions that they may have about their tenancy. The events allow us to promote key services and initiatives, including our Tenancy Support Service and Coronavirus Financial Assistance Fund. A multi-skilled tradesperson also attends our live roadshows so that they can evaluate any small repairs that customers may be needing completed. These have proved to be some of our most successful events, allowing us to engage with 1,514 customers over the past 12 months.

Tenant Gatherings

A virtual Winter Gathering was hosted in December 2021. 18 customers attended the event and were given the opportunity to provide feedback regarding how our customer services are delivered. This was used to help shape our larger Customer Service Consultation which is still ongoing. The highlight of the event was the announcement of the winners and runners up of our second Good Neighbour Awards. The 13 nominations showcased acts of kindness and support between Kingdom's customers, celebrating our CARES values.

In July 2022, we held our first face-to-face Summer Gathering since the pandemic. This was a great success with 91 customers joining us at Blair Drummond Safari park for a fun day out. An informal conference session was held during the afternoon, with presentations focused on the importance of communities working together to make a difference. Our Tenancy Support Service supported the event, with one Tenancy Support Officer speaking to attendees about the way that we can support customers with the rising cost of living. The event finished with a presentation from the Executive Director of Operations gathering feedback for our ongoing review into customer services.

Customer Service Consultation

We have completed the first phase of our Customer Service Consultation. This has seen 1,141 customers complete a survey to allow them to give their opinion on previous experiences when contacting us, our different customer service options and how they feel we could improve our customer services going forward. Feedback from this will inform the creation of our Customer Service Charter and influence how we deliver our services going forward.

If you would like to get involved in this consultation, please let our Tenant Participation Team know.

Scrutiny Activities

Our Tenant Scrutiny Panel has built upon their success at the Chartered Institute of Housing Awards, completing a topical inquiry into Kingdom Housing Association's Private Gardening Scheme. Following their estate walkabouts, the Scrutiny Panel chose this area for investigation as they felt that it was a valuable service that should be promoted more extensively. They also felt it was an appropriate time to complete this investigation as they were aware that we were going to be procuring a new contractor to deliver the works.

After speaking to staff and customers, the Scrutiny Panel put forward a number of short and long term recommendations to improve the scheme. Acting upon these recommendations, the following changes have already been made:

- Customers have been involved in the tendering process for the Private Garden Scheme contract.
- More than one contractor has been appointed to reduce the geographical area each has to cover, leading to lower costs for customers wishing to use the service.
- Levelled the cost of joining the Private Gardening Scheme to increase its accessibility to those with large gardens.

We would like to thank the members of our Tenant Scrutiny Panel for their ongoing commitment to helping us improve customer services.

Choices



Choices gives customers access to funding to support ideas and events in the areas where they live. This was developed in collaboration with our Tenant Scrutiny Panel. Over the past year, we have supported four Choices projects. These have allowed both Mid Market and Social Rent tenants to enhance the landscaping in their developments, create seating areas, hold community litter picking events and support low income households by providing them with fruit, vegetables and fairshare produce.

Introduction to Priorities

When we developed our new Tenant and Customer Participation Strategy, we consulted with a varied group of over 320 tenants. They agreed that in the next three years we should focus on 8 priorities to improve the opportunities that tenants have to participate and influence. The following sections tell you what the priorities are, what actions we have taken to address them and how we plan to focus on these in the following years.

Priorities

01 **Develop and strengthen the range of opportunities to participation that are available to all Kingdom Group customers**

Recognising that not everyone wants to get involved in the same way or to the same extent, we will look to build on our previous successes and continue to make available a wide range of methods and approaches to get involved in the Kingdom Group; allowing customers to participate in a way, and at a level, that suits them.

1. Develop a list of interested customers to include information about their preferred method and level of involvement.

We have developed a new Tenant and Customer Participation Register form. Tenants can complete this online and it allows them to indicate what types of activity they would like to get involved in. This was launched in August 2022 and has already led to 40 new residents joining the Tenant and Customer Participation Register, with there now being 159 residents sitting on this. This is a 67% increase from July 2021.

Once Rubixx - our new housing management system - has been implemented, we will complete a consolidation exercise to ensure that all previous members of the Tenant and Customer Participation Register are offered the opportunity to indicate their preferred method and level of involvement.



2. Strengthen the use of email and text messaging for surveys and 'quick feedback'

We have been working in partnership with CX-Feedback to strengthen our use of email and text messaging when sending virtual surveys. This allows us to design the survey landing page in a more engaging format. CX-Feedback has been used for three surveys that have been sent to all KHA tenants. These were our Affordability, Rent Review Response and Customer Service Surveys; with an average response rate of 26%.

We are also working collaboratively with CX-Feedback to illustrate how their Engagement+ software can be used to improve overall resident satisfaction. This has led us to trial smaller 'snapshot' surveys with specific customer groups. These have helped us to collect feedback that can be quickly translated into actions to improve the service we are delivering to these customers.

Once Rubixx is implemented, we will continue to expand our use of CX-Feedback. Integration between the two systems will also allow customers to provide a preference as to how they would like to receive our surveys, allowing us to use methods like email and text more effectively.

3. Develop a digital network of tenants and customers using appropriate technology and platforms

This year we have focussed on promoting 'Our Kingdom' which is our Facebook discussion group for KHA tenants. The group now has 272 active members, with 138 joining within the last 12 months. This represents a 51% rise in membership and was guided by feedback from residents that they would prefer for us to use existing platforms as opposed to creating our own (e.g. through Mighty Networks).

Throughout the 2021 Rent Review Consultation, the group generated approximately 200 comments, with a further 289 votes being cast in polls. We have continued to use the group to consult on other matters and promote wider opportunities to participate. For example, our Summer Gathering and Customer Service Survey.

4. Coordinate the use of postal surveys across the Kingdom Group to avoid duplication and 'survey fatigue'

We have moved away from issuing postal surveys, in most cases only doing so when we do not have a valid mobile telephone number or email address for a customer. This is informed by reports that we can pull from CX-Feedback.

By using CX-Feedback, we are centralising where surveys will be sent from; allowing staff to monitor where duplication may occur. As part of the Rubixx integration project, we have combined surveys to limit the number customers receive and maximise response rates. An example of this is combining Housing's Post-Allocation Survey with Capital Investment's New Home Survey.



A central Customer Engagement Group has also been set up. This will include representatives from all areas of the organisation to identify further areas of collaboration to reduce instances of duplication when consulting with customers.

5. Develop a Digital Engagement Strategy and make use of digital communication tools to support virtual attendance at events, meetings and other sessions

When holding online events, as well as providing step-by-step instructions, we always make sure to advertise that attendees can access support to join; with the Tenant Participation Team offering to call tenants beforehand to guide them through the process. This has led to positive feedback, with one customer writing:

"I had never used video conferencing before so I was apprehensive, but Kingdom helped me to connect. We also held a practice session a couple of days before the event and this helped me remember how to use Zoom. I loved using it to meet other people and I'll use it again!"

Similarly, when digital surveys are sent out, it is made clear that residents can request for a callback so that a staff member can complete it for them over the phone. The CX-Feedback software also offers respondents the opportunity to have questions and options read aloud to them.

6. Promote opportunities to grow scrutiny activities

A new online application form for the Scrutiny Panel has been created to encourage new members to apply to become a part of it. This is also promoted to all those who join the Tenant and Customer Participation Register.

Information about the Scrutiny Panel and who can join is published in our internal internet network to encourage staff members to promote the work of the panel among the tenants they are in contact with.

We will look to grow Panel membership further over the next 2 years.

7. Involve customers in the planning of customer events

While hosting virtual events during the core of the pandemic, we asked customers for feedback regarding how they would like live events to run when restrictions lessened. There was general consensus that events for families and children were important, especially in the Summer as many families are unable to afford holidays or ticketed venues. The information we gathered during these events helped us plan the Summer Gathering which was hosted at Blair Drummond Safari Park.



Summer Gathering 2022 at Blair Drummond Safari Park

and an extraordinary Autumn Gathering at the Deer Centre in Cupar.

We are also beginning to involve customers in the planning of our smaller roadshow events. For example, before a recent roadshow, we sent round a survey to ask tenants what services they would like to learn more about. We then used this to guide which staff attended the roadshow. This included an Energy Advice Officer as over 50% of respondents said this was an area they wanted to learn more about.

8. Introduce 'drop-in' sessions

As we return to face-to-face events, a member of our Tenant Participation Team has been present at a series of live roadshow events. These allow residents to 'drop-in' to speak to staff at a time that is convenient to them. These opportunities have been used to promote participation events and ongoing consultations.

Virtual drop-in sessions were also used throughout our 2021 Rent Review Consultation. This gave tenants the opportunity to drop-in to a Google Meet to give their feedback and ask any questions regarding the consultation. These were held at different points throughout the day to allow as many people as possible a chance to attend.



Session at Earlsgate, Co-housing Community, Scone

We have also held a number of drop-in sessions with new residents of Earlsgate and Baron House in Scone to help them settle into their co-housing community.

02 Improve the Communication and Promotion of the Range of Participation Opportunities Available to all Kingdom Group Customers



The development of this strategy demonstrated that while we have worked hard to develop a range of participation opportunities, not all customers know that these exist or how they might get involved with them.

1. Improve the promotion of opportunities to get involved in the Kingdom Group

We use a variety of promotional methods when advertising opportunities for customers to get involved. For broader opportunities and events, we will use a combination of social media, emails, texts and printed publications. Each edition of The Resident and KI Bulletin also features a Tenant and Customer Participation Section where we can advertise current ways to get involved.

Increased promotion online has allowed us to diversify the groups of tenants that are getting involved in consultation and attending events. For example, we doubled the capacity of our 2022 Summer Gathering after all the initial spaces were allocated within 24 hours of advertising on Facebook alone. This led to 92 tenants attending, with the majority having not previously engaged before.

If we are conducting a smaller scale consultation, we may choose more targeted methods of promotion. For example, publishing in Our Kingdom or sending an email to only our Tenant and Customer Participation Register.

We now use a platform called Mailerlite to design our promotional emails and e-

newsletters. This makes them more engaging and allows us to embed short surveys within the publications. Our most recent email, promoting the Healthier Homes Initiative, encouraged a quarter of our Tenant and Customer Participation Register to take part in it.

2. Support customer involvement in the selection of content for the newsletter

The Resident and KI Bulletin have been redesigned following our 2021 consultation into communications. As suggested by customers, we now include shorter updates and follow a simplified format. Mailerlite has helped us to modernise the look of the e-newsletters, as well as allowing us to gather feedback.

Following the introduction of Mailerlite, there has been a 10% increase in customers opening our e-newsletter. Mailerlite also allows us to track which articles engage the most with readers. This means that we can tailor articles for the next edition to fall in line with this.

We plan to localise our e-newsletters to include more content relating to the communities where our customers live. We also plan to include a box to allow readers to put in suggestions for what they would like to see in the next edition of The Resident or KI Bulletin.

3. Develop and strengthen the use of social media to promote events

Our Tenant Participation Team work closely with the Communications and Media Team to ensure that we continue to use social media effectively to promote opportunities to get involved. This involved sitting on the Social Media Sub Group, which met monthly to discuss social media campaigns.

This has proved effective, especially when it came to our Summer Gathering where all the initial places were allocated through Facebook alone within 24 hours of it being advertised.

4. Develop and strengthen the customer participation section of the Kingdom Group website

The tenant participation section on our website has been reformatted to include sub-sections. This more clearly outlines the main opportunities that customers have to get involved. A link to join our Tenant and Customer Participation Register has also been embedded within the page.

We are looking to develop this further to improve engagement over the next two years.

5. Develop customer participation 'branding' / logo for use on all promotional materials / events

Following the promotion of Kingdom's CARES values in 2021, we have recently adopted this when branding our larger scale consultations. For example, the recent Customer Service Survey was branded as "Kingdom CARES About Your Views on our Customer Services".

This is a format we plan to expand going forward and a logo is currently being designed by the Communications and Media Team.

6. Develop communication structures and tools so that all Kingdom Group staff are well placed to provide information about opportunities to participate

A new Tenant and Customer Participation Staff Intranet page has been created. This can be easily accessed by all staff through the Customer Service Page and has been designed to help embed promotion of our participation opportunities throughout the organisation. This has been viewed 132 times since being launched at the end of July. Our aim is to increase this by regularly promoting Housing's page through our Staff Intranet.

Following consultation with staff, the page has been designed to be interactive. This means that staff can also use it to put forward suggestions about how they or customers feel our participation activities could be improved.

7. 'Celebrate Success' - Report on the work of 'involved customers', staff and board members

We have made sure to publicise our consultations and events these within The Resident and KI Bulletin. These articles highlight the impact that participants have had on the respective projects.

This year we will also be producing a "Participation Impact Report" which will be available to all residents. This will combine all activities and events to give an overview of how they have influenced our services.



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03 Develop a programme of training, support and capacity Building for "Involved Customers"

While our customers might be happy to complete a survey or give feedback to staff, we recognise that getting involved in some of our more structured activities (such as our Scrutiny Panel) can be challenging for some customers who might be concerned that they don't have the right skills to be able to properly contribute.

Digital Capacity Building

The Covid-19 pandemic has changed the way in which people interact with each other, with the Kingdom Group quickly recognising the increased value of digital communication tools as a way of keeping people connected during times of social distancing. However, while we recognise that digital connectivity can be instrumental in overcoming some of the barriers faced by residents, it is essential that the growing use of digital technology does not in itself create more barriers by preventing those without the technology, connectivity or digital confidence from accessing participation opportunities.



1. Identify available digital training and support for tenants and staff provided by external agencies

Staff

Members of the Tenant Participation Team have attended training workshops surrounding best practice when engaging with customers in a hybrid manner. These have been run by TIS, CIH, TPAS and SFHA.

Tenants

As part of the Healthier Homes Initiative, participants are being offered training by Aico | HomeLINK. This is so that they feel confident using the new sensor technology that will be installed in their home as part of the project.

2. Identify best practice and innovation being used elsewhere via continued peer networking and attendance at national seminars and events

Members of our Tenant Participation Team and Tenant Scrutiny Panel have attended a variety of events and forums. These include:

- SHN Tenant Participation Forum
- TPAS Scotland's monthly Tenant Participation Catch Ups
- SFHA's Virtual Engagement Conference
- TIS Blended Futures Event
- CIH's Amplifying Tenant Voices
- SHN Digital Engagement Workshop
- TPAS' National Tenant Conference

SHN = Scotland's Housing Network
TPAS = Tenant Participation Advisory Service
SFHA = Scottish Federation of Housing Associations
TIS = Tenants Information Service
CIH = Chartered Institute of Housing

04 Increase the number of customers who participate in order to ensure our services are genuinely customer-led

Our participation activities have grown in their variety and effectiveness over recent years and as we continue to build on these successes, we hope to increase the numbers of customers who get involved and look to influence the services that we provide.

1. Deliver a number of recruitment campaigns throughout the year

Monthly social media campaigns are scheduled to promote the Tenant and Customer Participation Register. An example of one of these posts is:

“Would you like to be the first to know about our events and learn about how you can have your say on our services? Join our Tenant and Customer Participation Register now!

By joining the Tenant and Customer Participation Register, you will be invited to attend fun events and days out, as well as being asked to take part in projects that impact you and your home. Getting involved in these opportunities can also help you to get to know our staff and other residents, shape our services, develop new skills and build your community.

If you are a customer of the Kingdom Group and would like to join the Tenant and Customer Participation Register, please follow this link to complete our short form: <https://forms.gle/22rnNsx5Ygc4rvEu6>”

Links to join the Tenant and Customer Participation Register have also been included within Post-Allocation Surveys.

2. Promote the benefits of getting involved at all levels - including board membership - and highlight the training and support that can be made available



Within our new Tenant and Customer Participation Register Form, customers are given the opportunity to learn more about what getting involved entails. This highlights the benefits of getting involved and explains that participants will be given the appropriate training if they wish to take part.

When promoting consultations and events, we also highlight the impact that these can have on our services. This helps to incentivise taking part in each project.

3. Work to tackle identified 'barriers to involvement' to increase participation of traditionally hard to reach groups

We always ask if there are any barriers we could help customers overcome to take part in engagement opportunities. We have helped customers overcome some of these barriers by providing transport, contributing to expenses, providing live language interpretation services, offering specific food for people with special dietary requirements and booking venues accessible to people with mobility impairments.

Adopting a hybrid model of involvement has helped also to diversify the groups of customers participating in our activities. This is evidenced by the growth in the number of customers on the Tenant and Customer Participation Register and increase in consultation responses.

Recognising that the increase in online methods of involvement may disadvantage those without access to devices or with low digital confidence, we make sure to offer support when promoting these opportunities. This can be through Tenancy Support Service projects or by running practice sessions prior to events. As well as allowing

participants to take part in our consultations, this also allows us to build customers wider skills.

By providing this support, it also helps to make our activities more accessible given the geographical area that we cover.

We have targeted our live roadshow events to allow us to engage with communities where we have had typically low involvement. Following the last event, we saw a 57% increase in responses to a survey that had been sent prior to the event.

In March 2022, we worked collaboratively with Technical Services to consult about the different design options that customers have when having their kitchen replaced. This involved a visit to our contractors warehouse. As a large group of the customers involved did not speak English as their first language, we had arranged for an interpreter to attend to ensure they could participate fully.



05

Develop specific participation opportunities for Shared owners, Factored owners and Mid-market rent Tenants



Earlsgate Co-housing Community, Scone

While our statutory duty is to social rented tenants, we are keen to ensure that all our customers have opportunities to influence the services that we provide. We look to ensure that our housing and related services are of the highest quality and deliver value for money, regardless of tenure, however we recognise that there are some issues that might be better considered in tenure or service specific groups.

1. Include 'customer tenure status' when creating panel of interested customers

Our new Tenant and Customer Participation Register allows customers to identify their tenure status when signing up. This will be integrated into our new housing management system.

2. Consult with service users prior to changes / Development in services

Our Mid Market Rent tenants have been invited to take part in a number of our consultations this year. Feedback received has informed reviews

into our customer services, how technology is used in our homes and our communications. Information taken from our Affordability Survey has also fed into considerations surrounding rents and our Tenancy Support Service.

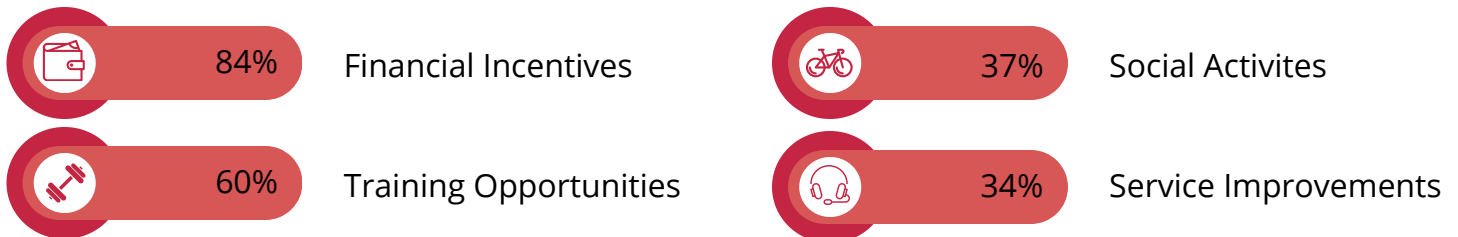
As management of our factoring services transfers to the Customer Service Department, feedback will be collected from factored customers to shape the development of the service.

06 Develop and grow specific participation of young people

In recent years we have seen some success in reaching out to younger members of our households. We are keen to build on that success and have developed a number of actions specifically aimed at increasing the specific opportunities that we provide young people not only to influence and shape our services, but so that they might gain valuable training and skills.

1. The review of participation incentives should include tailored incentives to increase the specific involvement of young people

Feedback from 74 young people aged between 14-25 showed that the four main motivators for getting involved in participation activities are:



This is why we have continued to incentivise surveys by offering respondents opportunities to enter prize draws. An average of 5% of respondents for the last two surveys were under 25.



07 Demonstrate the Impact of Effective Participation and show how customer involvement is being used to help information our service planning

Performance is at the heart of our service delivery structure and performance information is collected, measured and reported to a variety of audiences. We are keen to make use of this information to demonstrate the impact that customer involvement has on shaping and improving our performance.

1. Include customers in the preparation of the annual performance report

Following feedback from our Communications Consultation, we created an interactive summary of our Annual Return on the Charter. By using Mailerlite, customers were able to provide feedback regarding how easy to understand they found this; with 77% of respondents saying that they found it "Very Easy" or "Easy" to understand.

We also received feedback that people would like to receive more localised overviews. This will be taken into account when producing future reports.

Our Tenant Scrutiny Panel is also involved in the analysis of annual performance reports and attend an annual performance appraisal meeting arranged by the Scottish Housing Network.

2. Publish an annual 'participation impact' report - incorporating sections provided by 'involved customers'

We are involving our Tenant Scrutiny Panel in the preparation of the participation impact report. We will include relevant comments and the perspective of tenants who had participated in different activities reflected in the report.

3. Develop a Scrutiny Framework that demonstrates how scrutiny activities sits within the Kingdom Group's business plan and service planning structures

Our Scrutiny Panel reports directly to our Board of Management who liaise with Kingdom's Executive Management Team to see how recommendations from scrutiny activities can be incorporated into organisational practices.

Following consultation with the Scrutiny Panel, this process was formalised this year. Not only has this streamlined the process and increased engagement between the Panel and Board, but it sets out a monitoring action plan to support the delivery of tenant-led improvements and ensure that we are accountable to scrutiny outputs.



08

Move towards a 'Culture of Participation' across the organisation

To be effective participation should be at the heart of everything we do as an organisation, with all staff and board members being clear about why, when and how customer participation should be supported.

1. Identify opportunities for customers to be involved in staff/board recruitment and induction process

Our Tenant Participation Team has begun working with HR to review the way that customers are involved in our recruitment processes. A draft Customer Recruitment Panel application has been put together. Due to limited capacity, this project has been put on hold and will be picked up later this year once new staff training has been completed.

2. Provide opportunities for staff across the whole organisation to share practice and identify opportunities via team / departmental meetings

Our internal staff intranet page, Happeo, can be used to promote good practice in customer involvement. This allows staff from across the organisation to learn about the different activities that are taking place.

Our Tenant Participation Team has begun to meet with teams on a quarterly basis to discuss opportunities to get customers involved in organisational projects. So far, this has led to reviews into our planned maintenance packs and defects process. Following the establishment of a Customer Engagement Working Group, these meetings will continue on a quarterly basis but only with a selected representative from each department. With support from the Tenant Participation Team, it will be the responsibility of these staff members to liaise with their teams to identify opportunities for customers to get involved.

3. Identify 'Participation Champions' in each department and within the board who can link with the main TP Officer/Team to ensure effective communication and coordination of planned events

A Customer Engagement Working Group has been established with a representative from each Department attending. This is to help ensure that there is effective communication in relation to engagement activities.



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What's Next?

Going into the next year, we want to continue building upon the success of the last year. We look forward to entering the next phase of the Customer Service Consultation and are excited to see how the new Customer Engagement Working Group will continue to embed opportunities for customers to participate throughout the organisation.

To help meet the aims of our Tenant and Customer Engagement Strategy, we also plan to focus on the following priorities:

1. Develop and Strengthen the Range of opportunities to participate that are available to all Kingdom group customers

- Develop a Digital Engagement Strategy to support virtual attendance at events, meetings and other sessions.
- Expand our use of CX-Feedback to all departments to strengthen the use of email and text messaging for surveys and 'quick feedback'.
- Continue to promote and grow Our Kingdom to increase our digital network of customers.
- Run a promotional campaign to advertise our Tenant Scrutiny Panel.

2. Improve the communication and promotion of the range of participation opportunities available to all kingdom group customers

- Tailor our customer newsletters to include more localised information and provide increased opportunities for customers to guide the content within these.
- Work with customers to build upon our Kingdom CARES branding and design a logo for use on all promotional materials.
- Provide regular updates regarding the work of involved customers, staff and Board Members and highlight how their involvement influences services.
- Strengthen the Customer Participation section of the Kingdom Group website.
- Publish a calendar of planned customer events and consultation exercises.
- Review our 'Tenant and Customer Participation Register'.

3. Develop and Strengthen the Range of opportunities to participate that are available to all Kingdom group customers

- Continue to support customers and staff to attend national events to identify areas of best practice in customer engagement.
- Encourage and support training for all stakeholders involved in engagement activities
- Work in collaboration with our Tenant Scrutiny Panel to review training needs and plans for each individual Panel member.

4. Increase the number of customers who participate in order to ensure our services are genuinely customer-led

- Regularly promote opportunities to get involved in our engagement activities.
- Provide opportunities for customers to get involved in external programmes that support their wider interests and needs.
- Our Tenant Participation Team will continue to support Housing staff to engage with customers on a local basis and, if there is interest, work with them to develop/support community groups.

5. Develop and specific participation opportunities for shared owners, factors owners and mid-market rent tenants

- Grow our digital networks to provide opportunities for all customers to join.
- Support our Customer Service Team to consult with factored customers to shape the development of the service.

6. Develop and grow specific participation of young people

- Tailor consultations towards young customers to recognise their specific interests.
- Identify areas of the business where we may be able to facilitate a short work experience placement where young people can develop their skills, as well as influencing the way that we operate our services.

7. Demonstrate the impact of effective participation and show how customer involvement is being used to help inform our service planning

- Publish a report showcasing the work delivered through our Choices funding scheme.
- Work with customers when designing our annual performance report and other publications to promote the impact that engagement/scrutiny activities have had on our services.

8. Move towards a 'Culture of Participation' across the Organisation

- Develop a programme of training that is open to all staff and Board Members to support their involvement in engagement activities.
- Support our Customer Engagement Working Group to identify a service and policy development framework.
- Provide opportunities for staff across the whole organisation to share practice and identify engagement opportunities through departmental meetings, internal events and Happeo posts.

We would like to thank all of our customers, staff and Board Members for continuing to support our engagement activities to help us to improve our services and meet our aim of providing more than a home.